

### Valspar Automotive and House of Kolor Take Over SEMA 2014



Valspar Automotive pulls out all the stops for SEMA 2014. With two booths this year, Valspar Automotive impressed again during the four-day-long show in Las Vegas November 4-7, 2014.

Featuring three remarkable cars, the House of Kolor/Valspar Automotive booth grabbed the attention of onlookers throughout the entire show. The showstoppers included a 1967 Pontiac Firebird from Concept Customs painted in DeBeer, a 1965 AMC Marlin from Bob Bruhn and a 1960 Cadillac DeVille from Jesse Osborne.

Also stirring up excitement in the House of Kolor/Valspar Automotive booth were the celebrity appearances from Richard Rawlings and KC Mathieu from Gas Monkey Garage, Celebrity Kustom's John D'Agostino, Skin Wars' Gear Duran and House of Kolor's own Jon Kosmoski.

A display of colorful helmets highlighted the second Valspar Automotive booth. With each helmet sprayed in DeBeer paint and finished with DeBeer Air Dry Clear Coat, the helmets were auctioned off during the show with all proceeds donated to The Gas Monkey Foundation.

Thank you to everyone who was able to stop by the booths and help make SEMA a very successful show again this year. To find out more about any of our paint lines, visit our website at [www.valsparauto.com](http://www.valsparauto.com). Also check us out on Facebook to see all the SEMA 2014 pictures from Valspar Automotive.



### Ford Approves DeBeer WaterBase 900+ Series by Valspar Automotive

Ford, a global leader in automotive innovation and producer of popular vehicles such as F-150, Mustang, Fusion and many more, has approved DeBeer Refinish WaterBase 900+ Series by Valspar Automotive for use globally for warranty and repair work. This approval is based on the WSS - M2P100-D specification and applies to all Ford vehicles including Lincoln. All countries where Ford vehicles are manufactured, sold or repaired can now utilize DeBeer Refinish WaterBase 900+ Series for warranty work.

"Valspar Automotive is thrilled to announce the Ford approval. Dedication to excellence remains at the forefront of all we do at Valspar, and this approval is another symbol of our commitment to our customers," said Carl Wierks, Global Vice President of Valspar Automotive.



For additional information about Valspar Automotive, visit [www.valsparauto.com](http://www.valsparauto.com).

### NOTICE: Valspar Automotive Price Update

Valspar Automotive is consistently working to bring you top-quality products at a fair and reasonable price point. Though we work hard to mitigate ongoing economic headwinds with process and manufacturing improvements, updated pricing is required. Effective December 11, 2014, DeBeer and Valspar Refinish will have updated pricing. If you have questions regarding these updates, please contact your Valspar Automotive Sales Representative.



### Featured Product

**Product:** Valspar Refinish AD4221 Air Cure Clear Low VOC



The Valspar Refinish AD4221 Air Cure Clear Low VOC is a Low VOC air dry clearcoat that dries rapidly without any baking required. It is an easy-to-spray, wet-on-wet application with superior flow and leveling.

### Holiday Hours

Valspar Automotive's Customer Service will be closed for the holidays on:

December 24, 25, 26 & 31, 2014

January 1 & 2, 2015

Have a safe and happy holiday season from all of us at Valspar Automotive.

## Chrysler Group LLC Provisionally Approves DeBeer WaterBase 900+ Series by Valspar Automotive

Chrysler Group LLC, a worldwide manufacturer of some of the most recognizable automotive brands on the market today, including Chrysler, Jeep, Dodge and Ram, has provisionally approved DeBeer Refinish WaterBase 900+ Series by Valspar Automotive for worldwide use. This approval is based on the PF-10537 specification and applies to all Chrysler Group LLC brands. Every Chrysler collision repair center across the globe can now benefit from DeBeer Refinish WaterBase 900+ Series coatings.



“Chrysler Group LLC is an impressive force in the global automotive marketplace. After many rounds of extensive testing, Valspar Automotive is proud to announce this approval by Chrysler. Our continued dedication to color, technology and the trust of our customers is prominently displayed in these ongoing automotive OEM initiatives,” said Carl Wierks, Global Vice President of Valspar Automotive.

For additional information about Valspar Automotive, visit [www.valsparauto.com](http://www.valsparauto.com).

## Global Color Box Updates

It is important to have the most up-to-date and thorough color tools available. To ensure your shop has the best color accuracy, check your Global Color Box by visiting [www.valsparauto.com](http://www.valsparauto.com) and clicking “Color Box updates check” under the News section. If you are missing an update, contact Valspar Automotive’s Customer Service at 1-800-444-2399.

61865	GLOBAL COLOR BOX UPDATE MAR 2011	61866	GLOBAL COLOR BOX UPDATE JUL 2011
61867	GLOBAL COLOR BOX UPDATE NOV 2011	61868	GLOBAL COLOR BOX UPDATE MAR 2012
61869	GLOBAL COLOR BOX UPDATE JUL 2012	61870	GLOBAL COLOR BOX UPDATE NOV 2012
61871	GLOBAL COLOR BOX UPDATE MAR 2013	61872	GLOBAL COLOR BOX UPDATE JUL 2013
61873	GLOBAL COLOR BOX UPDATE JAN 2014	61874	GLOBAL COLOR BOX UPDATE AUG 2014

## New Look for DeBeer Refinish

We are happy to announce the new look for the DeBeer Refinish brand. New labels for products began shipping out in September 2014.

The DeBeer bear is moving forward as a symbol of DeBeer’s dedication to the future of coatings and color technology. The restyled product labels display a deeper chroma and are color-coded by product type.

For more information or to order, please contact your Valspar Automotive Sales Representative, or Valspar Automotive’s Customer Service at 1-800-444-2399.



## Valspar Automotive Trending on Social Media



Keep up with the latest news, tips, photos and all things Valspar Automotive by following us on Facebook, Twitter, Instagram and YouTube. It is a great way to hear what people are saying about our products and to learn more about us.

Follow us at:

- [valsparauto](https://www.instagram.com/valsparauto) on Instagram
- [valsparautomotive](https://twitter.com/valsparautomotive) on Twitter
- Valspar Automotive on Facebook
- Valspar Automotive Refinish on YouTube

## Training Schedule

### December

16 & 17 – Valspar Basic

### January

6 & 7 – DeBeer 900+ Series  
20 & 21 – DeBeer 500 Series

### February

3 & 4 – Valspar Basic  
17 & 18 – DeBeer 900+ Series  
19 & 20 – DeBeer Color Theory

### March

3 & 4 – DeBeer 500 Series  
17 & 18 – Valspar Basic

To register for classes or get more information about the training classes, [click here](#).

See our advertisements this month in **ABRN**, **Autobody News**, **BodyShop Business** and **FenderBender**